

Mission of the North Lake Tahoe Chamber of Commerce

“To take specific actions to help improve the opportunity for local businesses to achieve and sustain success: to promote business, tourism, and the economic, cultural and civic welfare of the greater North Lake Tahoe community.”

Committee Members: **Chair: Caroline Ross**, Squaw Valley Business Association
 Stephen Lamb, PlumpJack Inn | **JT Chevallier**, Tahoe City Downtown Association
 Joy Doyle, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association
Mike Young, Incline Community Business Association | **Misty Moga**, Incline Community Business Association
 Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association
 North Lake Tahoe Resort Association Board Member: **Eric Pilcher and/or Karen Plank**
 Placer County Representative: **JJ Jansen**

AGENDA

TO CALL IN: 1-712-451-0011, access code: 871234

1. Call to Order – Establish Quorum
2. Public Forum-Any person wishing to address the BACC on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
3. Agenda Amendments and Approval - **MOTION**
4. Approval of Meeting Minutes **Page 1**
 - a. Thursday, July 11, 2018 – **MOTION**
5. BACC Budget & Calendar Overview – Amber Burke (10 min) **Page 4**
 - a. 17.18 Budget
 - b. 18.19 Budget

Discussion & Strategy:

6. Strategic Discussion – Amber Burke & Liz Bowling (10 mins)

Action/Motion Items:

7. Discussion and approval of shopping video outline/scripts to move forward – Amber Burke (10 mins) – **MOTION**
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8. Discussion and approval of Peak Your Adventure social media photo contest – Allegra Demerjian (10 mins) – **MOTION**
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9. Discussion and approval of August – October Shopping Scope of Work – Allegra Demerjian (10 mins) - **MOTION**
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Discussion & Strategy:

10. July Campaign Recaps – Allegra Demerjian & Kambrya Blake (10 mins) **Page 23**

- a. Peak Your Adventure
 - o Family Itinerary [HERE](#)
 - o Outdoor/Millennial Itinerary [HERE](#)
- b. Summerlong Music
- c. Shopping

11. Summerlong Music Campaign on Tahoe.com Update – Jody Poe (15 mins) **Page 27**

12. Shopping Campaign – Amber Burke & Allegra Demerjian (10 mins) **Page 37**

- a. Updated Regional Shopping Event Calendar
- b. Regional Shopping Event Scope of Work

13. 2018 Small Business Saturday Proposal – Liz Bowling (20 mins)

Other Items:

14. Committee Member Reports/Updates from Community Partners (1-2 mins each)

15. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org
